<u>REMARKS</u>

Summary of the Office Action

Claims 5-7 stand rejected under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No. 5,465,102 to Usui et al.

Claims 1-4, 8-11, 13 and 14 stand rejected under 35 U.S.C. §103(a) as being unpatentable over <u>Usui et al.</u> in view of U.S. Patent No. 5,828,367 to <u>Kuga</u>.

Claim 12 stands rejected under 35 U.S.C. §103(a) as being unpatentable over <u>Usui et al.</u> in view of <u>Kuga</u> and U.S. Patent No. 6,414,657 to <u>Kasahara et al.</u>

All Claims Comply with 35 U.S.C. § 102

Claims 5-7 stand rejected under 35 U.S.C. §102(b) as being anticipated by <u>Usui et al.</u>
This rejection is traversed as being based on a reference that neither describes nor suggests the novel combination of features now recited in independent claim 5. Claim 5 recites, amongst other features, "decreasing the data voltage of the current frame if the data voltage of the current frame is equal to that of the previous frame." The Office Action states at page 3 that "Usui et al. fail to disclose display apparatus for decreasing a data voltage of a current frame if the data voltage of the current frame is the same as the previous frame." Thus, the Office Action in and of itself indicates that <u>Usui et al.</u> does not teach all of the features recited in claim 5. Applicant also respectfully submits that <u>Usui et al.</u> fails to disclose "decreasing the data voltage of the current frame if the data voltage of the current frame is equal to that of the previous frame."

For at least the above reasons, <u>Usui et al.</u> fails to anticipate each and every feature or the combination of features recited in independent claim 5. Accordingly, Applicant respectfully requests that the 35 U.S.C. § 102(b) rejection of claim 5 be withdrawn. Further, Applicant respectfully requests that the 35 U.S.C. § 102(b) rejection of dependent claims 6 and 7 be withdrawn at least because of their dependence on their respective independent claims, as amended, and for the additional features each of these claims recites.

Application No. 10/015,896 Response dated August 12, 2005 Response to Office Action dated February 16, 2005

All Claims Comply with 35 U.S.C. § 103

Claims 1-4, 8-11, 13 and 14 stand rejected under 35 U.S.C. §103(a) as being unpatentable over <u>Usui et al.</u> in view of to <u>Kuga</u>. Claim 12 stands rejected under 35 U.S.C. §103(a) as being unpatentable over <u>Usui et al.</u> in view of <u>Kuga</u> and <u>Kasahara et al.</u> These rejections are respectfully traversed as being based upon references that do not teach or suggest the novel combination of features recited in independent claims 1, 8 and 10. For example, independent claims 1, 8 and 10 recite, amongst other features, "decreasing the data voltage of the current frame with a predetermined value if the data voltage of the current frame is equal to that of the previous frame."

As indicated at page 3 of the Office Action, "Usui et al. fail to disclose display apparatus for decreasing a data voltage of a current frame if the data voltage of the current frame is the same as the previous frame." To cure this deficiency, the Office Action relies upon Kuga for a teaching of decreasing the data voltage of the current frame with a predetermined value if the data voltage of the current frame is equal to that of the previous frame. In contrast to the presently claimed invention, as recited in independent claims 1, 8 and 10, Kuga discloses reducing the driving voltages of a display section to minimum voltage necessary to maintain the image display when displaying a constant image. Kuga does not teach decreasing the data voltage of the current frame with a predetermined value if the data voltage of the current frame is equal to that of the previous frame. Instead, Kuga teaches reducing driving voltages to a predetermined value. In other words, Kuga does not subtract a predetermined value from a current voltage level, but rather reduces a current level down to a predetermined value. Unlike the presently claimed invention, the resultant level in Kuga is always a predetermined value.

Applicant respectfully submits that <u>Kuga</u> does not cure the deficiency of <u>Usui et al.</u>, as discussed above with regard to independent claims 1, 8 and 10. Further, Applicant respectfully submits that <u>Kasahara et al</u> does not cure the deficiency of <u>Usui et al.</u>, as discussed above with regard to independent claims 1, 8 and 10. More specifically, <u>Usui et al.</u>, either separately or combined with one of or both <u>Kasahara et al</u> and <u>Kuga</u>, does not describe or suggest "decreasing the data voltage of the current frame with a predetermined value if the data voltage of the current frame is equal to that of the previous frame."

For at least the above reasons, Applicant respectfully asserts that the 35 U.S.C. § 103(a) rejections are improper because <u>Usui et al.</u>, either alone or in combination with one of or both <u>Kasahara et al</u> and <u>Kuga</u>, does not teach or suggest all of the features recited in independent claims 1, 8 and 10. Further, Applicant respectfully requests that any 35 U.S.C. § 103(a) rejection of dependent claims 2-4, 9, 11, 12, 13 and 14 be withdrawn at least because of their dependence on independent claims 1, 8 and 10, and for the additional features that they recite.

Applicant believes the foregoing remarks place the application in condition for allowance and early, favorable action is respectfully solicited.

If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at (202) 496-7500 to discuss the steps necessary for placing the application in condition for allowance. All correspondence should continue to be sent to the below-listed address.

If these papers are not considered timely filed by the Patent and Trademark Office, then a petition is hereby made under 37 C.F.R. § 1.136, and any additional fees required under 37 C.F.R. § 1.136 for any necessary extension of time, or any other fees required to complete the filing of this response, may be charged to Deposit Account No. 50-0911. Please credit any overpayment to deposit Account No. 50-0911. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

Dated: August 12, 2005

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